

From: Mark Hammond
Sent: Saturday, December 22, 2007 10:38 PM
To: BehavioralMarketingPrinciples
Subject:

The prospect of "behavioral marketing" makes me INCREDIBLY uneasy. Companies should require an opt-in, not an opt-out, for behavioral advertising, so they would have to offer some sort of incentive for consumers to allow it. Furthermore, there are other things that I would consider to be "sensitive information" that I think companies should have explicit permission to collect: visits to political or activist websites; visits to adult websites; information on web users' ethnicity, religion, sexual orientation, or political views; personally identifying information; E-mail or other private messages; or financial information such as credit history, credit card numbers, credit limits, or account balances. I worry enough about my online privacy as it is; I don't want anyone else tracking my behavior on the Internet unless I'm told about it.

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